

Although there is increasing academic attention paid to ICT development and migrants in China, what is often not considered is how migrants struggle on a daily basis as they try to connect with one another, and to fit into the increasingly information-rich Chinese network society. This is the first systematic book-length study delving into these issues. For any academic researchers from diverse fields who are interested in these issues, as well as technology and social change in general, this book brings fresh data with a new perspective. For all others who want to know about contemporary China, especially China's recent informationalism, urbanization and domestic migration, this book is a must-read.

Daya Kishan Thussu (editor),

Internationalizing Media Studies,

Routledge: London and New York 2009, pp. 320, ISBN 978-0-415-45530-5

■ Reviewed by C.S.H.N. Murthy, Tezpur University, India

Virtually all of the contributors in this timely book have done an excellent job in presenting their ideas along two axes: as advocates for the emerging concept of how to 'de-Westernize' media research and, second, how to conduct media research in a transnational and global context. The editor, Daya Thussu, makes a strong case for de-Westernization and argues that media studies 'is affected by what might be called epistemological essentialism, rooted as it is within an Anglo-American intellectual tradition' (p. 17). In particular, Thussu engages with the idea of 'Chindia', and his optimism about both China and India emerging as information rich superpowers by 2020 dovetails with his earlier arguments for a de-Westernized cultural approach to media research. It also sets the tone for the analysis of many areas of Indian culture, including religion, which is today represented by an increase in religious television channels and websites.

The book is divided into four parts: internationalizing media research, broadening the field of media studies, regional perspectives on internationalization, and internationalizing media syllabi. In the first section, Andreas Hepp and Nick Couldry, citing the early work of Ulrich Beck and Anthony Giddens, argue for a transcultural approach to media studies but also offer a model of how cultural studies is both territorialized and deterritorialized. Tristan Mattelart's chapter on globalization theories lends further support to Hepp and Couldry's arguments by citing the work of British geographer David Harvey. Mattelart distinguishes

between processes of homogenization and heterogenization and considers how globalization leads to the 'deconstructing of national identity' (p. 51). He also dwells on the conflicts between various political economists and socio-anthropologists over the homogenizing effects of globalization on local cultures. Another interesting chapter by Naren Chitty in this section illustrates the cultural inputs of websites in a transnational context. Dealing with the Web as a venue for transcultural exchange of information, Chitty examines the websites of the United Nations Development Programme, both at corporate and national level contexts, and develops a unique analysis of the interrelationship between local and global sites.

Chapters in Part Two by Sandra Braman, Oliver Boyd-Barrett, as well as two jointly authored pieces by Monroe Price and Stefaan Verhulst, and Vincent Mosco and David Lavin, offer a familiar discourse on the prevailing laws governing media systems in the West, but provide little in terms of the expectations that a 'de-Westernizing media research' would demand from the East or between the South and the North. However, Boyd-Barrett's chapter on reporting 'terror', and his elucidation of patterns of the capitalist media's reproduction of the official, Western version, of 'terror' is thought provoking. Mosco and Levin's chapter on 'The laboring of international communication' is timely, with their argument that in many developing countries media industries have become highly competitive and do not have unions to represent the legitimate grievances of the workforce, who work 24/7 with limited payments and with no obvious protective laws in a post-globalization era.

Indrajit Banerjee's chapter on Asian media studies in Part 3 clearly defines what Asian scholars in media research are expecting from the West in the context of 'internationalizing media research'. He also unambiguously spells out the handicaps faced by Asian scholars, not only due to insufficient expertise in the English language but also due to lack of exposure to, and training in, media research and theory that is non-Western. He argues for scientific efforts to develop research methods that incorporate 'indigenous and local' issues while relating this kind of emerging media research to global contexts. His article suffers from one lacuna, however, which centers round the fact that except for the Asian Media and Information Center (AMIC) at Nanyang Technological University in Singapore, there is no argument for the creation of similar educational/research institutions elsewhere, such as in the world's largest democracy – India – where much media research is being conducted, but remains largely un-reported in international journals. The other four articles in this section (Yuezhi Zhao on China, Tarik Sabry on the Arab world, Elena Vartanova on Russian media studies, and Jair Vega and

Clemencia Rodriguez on community radio in Colombia) all deal with similar shortcomings in their respective regions and firmly advocate the building of bridges to local discourses of modernity.

The final section focuses on developing appropriate concepts for internationalizing media studies. In his short reflective piece Cees Hamelink argues for international media ethics, while Kaarle Nordenstreng's contribution is helpful in formulating appropriate media research methods in the context of internationalizing media studies. John Downing offers an overview of programmes in the US academy that deal with international media studies and Winston Mano examines the state of media studies in Africa. The section ends with a chapter by Gerard Goggin and Mark McLelland, which focuses on the internationalization of the internet and its implications for media studies as a field.

The ideas and the arguments offered by the different authors in this collection are fresh and original. A book of this kind has long been needed and the editor has filled this vacuum by bringing together a valuable compendium of articles around the much discussed theme of 'de-Westernizing' media research and the emergence of trans-cultural media studies.

Adrienne Russell and Nabil Echchaibi,
International Blogging: Identity, Politics, and Networked Publics,
 New York: Peter Lang: New York, 2009. 205pp.
 ISBN 978-1-4331-0233-2 (pbk)

■ Reviewed by Alicya Lloyd, *University of Massachusetts, Amherst, USA*

The origins of this title lie in 2005, when its authors were teaching at Franklin College (Switzerland) and American University (Paris). These experiences allowed them to witness directly the ways in which communication technologies were being used and adopted by faculty and students depending on their national and cultural contexts. The result of these reflections, *International Blogging: Identity, Politics, and Networked Publics*, seeks to broaden consideration of blogging as it has become a common place international new media practice.

The book provides a taxonomy of blogging as it pertains to various international contexts, and suggests that there is a differentiation in the manner in which blogging is conceptualized in various cultural spheres. Specifically, the contributing authors examine the impact of blogging in France, China, Russia, Australia, Israel, Morocco, Italy and Singapore.